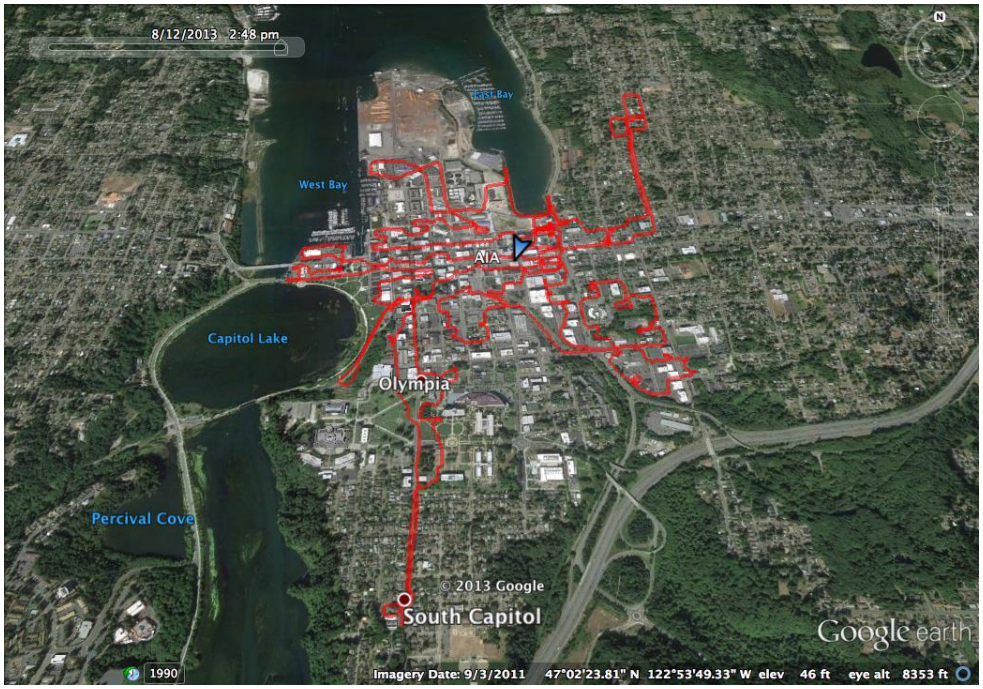
Beer and Wine Container Survey

Method:

A weekly beer can survey was conducted within the downtown Olympia AIA boundary and in the area surrounding two nearby corner grocery stores. City staff searched for evidence of drinking in public in the form of beer/wine/liquor containers in streets, alleyways, bushes and pedestrian trash/recycle receptacles for a 4-week period from July 7, 2014 to July 28, 2014.

Staff tracked the weekly route taken for the survey via GPS technology in a previous survey completed in 2013 (see Figure 1). Staff followed the same route for this survey to ensure consistency in data collection efforts.

Figure 1: GPS Route of Weekly Data Collection



Staffing limitations only permitted the City to conduct a limited number of surveys. These surveys were completed once a week at varying times of the day. Each data collection period took approximately 5-7 hours.

Identifying the exact amount of illegally consumed alcoholic beverages is a challenge due to the multiple cleaning efforts that exist in downtown (Ambassador Clean Team, Probation Crew, Parks, Arts, and Recreation staff, Morningside employees, private can collectors, and social service agencies). Since these cleaning services operate on a 7 day/week basis, the results of this survey should be interpreted

as representing only a fraction of the actual amount of containers that are consumed illegally and littered on a weekly basis.

When a used can or bottle was located, staff would photograph the litter and log the date, time, location, brand, and size of container (when able). Some of the photos display multiple containers. See attached DVD for a copy of every photo and the photo database. The file names of the photos can be cross-referenced with the photo database, which contains date, time, location, beverage brand, and size of container (when identifiable) information. Once photographed, the cans were disposed in order to prevent duplicate instances in the dataset. When containers could not be disposed (out of reach of the data collector) incidences were cross-referenced with previous data to ensure each data set was singular in occurrence.

Results/Analysis:

A total of 61 unique brands were found in the survey (Attachment 1). Fifty-four (54) of the brands were beer/wine and seven (7) were hard alcohol.

A total of 351 beer, wine, and liquor containers were located in the survey.

In the 2013 litter survey, staff geocoded the locations of the found containers. This revealed several "hot spots" where high quantities of alcoholic containers were located. These hot spots were most often located within 1 block of an off-premises retailer that carried alcoholic products on their shelves. Consistent with the 2013 survey, this year's survey found the same data trend. By this evidence, it is reasonable to conclude that public drinking is occurring nearby the source of the alcohol more so than in locations not in close proximity to stores carrying alcoholic beverages.

WAC 314-12-215 (3d) states "[r]estricted beer and wine products must have minimum alcohol content of five and seven-tenths percent by volume and twelve percent by volume, respectively." Using 5.7% alcohol by volume (ABV) and 12% ABV for wine as the cut-off, products were split into three categories: Low-Alcohol (Beer < 5.7% ABV; Wine < 12% ABV), High-Alcohol (Beer ≥ 5.7% ABV; Wine ≥ 12% ABV), and Hard Alcohol. Of the 54 beer/wine brands, there were 16 high ABV and 37 low ABV beer/wine products.

In the 2013 10-week litter survey, high gravity containers represented two-thirds of the total sample while low gravity products represented just over a quarter found containers. This year, the high gravity to low gravity proportions flipped with low gravity containers representing 70.37% and high gravity representing 27.65% of the total sample (See Figure 2)

Figure 2: Total Number of High Gravity, Low Gravity, & Hard Alcohol Found Containers

High Gravity, Low Gravity & Hard Alcohol Found Container Percentages		
Type of Product	2014	Percent of Containers
High Gravity	**97**	27.64%

Low Gravity	**247**	70.37%
Hard Alcohol	**7**	1.99%
Total	**351**	**100.00%**

Since WAC 314-12-215 does not apply for hard alcohol products, the dataset was segmented to reflect only beer and wine products. Removing the 7 hard alcohol containers reduced the dataset to 344 total containers. This yields an average of 86 found beer/wine containers found each week.

WAC 314-12-215(3)(e) reads, in part:

"Upon board approval and upon an individual product by individual product basis, a local authority may restrict a product that is already restricted in another board-recognized alcohol impact area provided that a product is significantly materially similar (for example, comparable alcohol percent content, container size or liquor category such as alcoholic energy drinks) to products already restricted in its own alcohol impact area."

This clause allows the board to approve the addition of "materially similar" products to a municipality's banned list that already exist on other recognized banned-product lists. While analyzing these data, it is easier to refer to products as *eligible* or *non-eligible* based on how the WAC refers to a product's ability to be added to a banned list. The reason for this is that other cities have products on their approved banned lists which fall below the minimum alcohol by volume (ABV) levels defined in WAC 314-12-215, yet were identified by the board as a product contributing toward chronic public inebriate (CPI) behavior.

Figure 3 represents the breakdown of eligible vs. non-eligible containers found in this beer can survey. This shows that over half of the containers found in the survey are ban-eligible products as defined in WAC 314-12-215.

Figure 3: Eligible vs. Non-Eligible Containers (Excluding Hard Alcohol)

Eligible vs. Non-Eligible Brands		
Eligible Brands	**189**	54.94%
Non-Eligible Brands	**155**	45.06%
Total	**344**	**100.00%**

As displayed above, it is clear that ban-eligible beer/wine products remain the preferred beverage for CPIs, representing over half of the containers found in downtown Olympia.

As mentioned above, staff noted container size in their data collection. Figure 4 shows the container size breakdown of found beer products. As can be seen, multipack and single-serve containers were nearly a 50/50 split in our survey.

Figure 4: Table of Found Beer/Wine Container Sizes

Beer/Wine Container Sizes	Total Containers Found	Percent of Total Beer/Wine Container Sizes
12 oz	54	15.70%
16 oz	122	35.47%
22 oz	2	0.58%
23.5 oz	4	1.16%
24 oz	136	39.53%
25 oz	18	5.23%
40 oz	3	0.87%
375 ml	2	0.58%
500 ml	1	0.29%
750 ml	2	0.58%
Total	**344**	**100.00%**
Total Multipack Containers	**176**	**51.16%**
Total Single-Serve Containers	**168**	**48.84%**

Summary:

This survey of beer/wine container survey has revealed that CPI drinking-in-public behavior is a significant problem in Downtown Olympia. This data analysis has revealed the following:

1. CPI behavior is happening within the AIA borders. Despite this comprehensive 10-week beer/wine container survey, staff was unable to locate a single container in the areas surrounding the two closest off-premises retail locations, thus showing no dispersion effect.
2. There were a low number of banned products found in downtown Olympia suggesting that the AIA is effective in keeping those products out of downtown.
3. Survey data showed that while banned products are, for the most part, staying out of downtown, there is evidence that off-premises retailers have merely stocked their shelves with other low-cost, high-alcohol and ban-eligible beverages.
4. Staff was able to locate, on average, more than 85 containers per day of surveying. These containers are thought to represent only a fraction of the total amount of publicly consumed beverages due to the multiple 7 day/week cleaning services in downtown Olympia.
5. A significant amount CPI activity is occurring in close proximity to off-premises retail stores that carry low-cost, high alcohol-by-volume products.
6. The majority of the alcoholic beverages consumed by CPIs are ban-eligible products (as defined by WAC 314-12-215 (3d).

7. There was no significant difference between CPI consumption of single-serve and multipack beverages (See Figure 4).

Thus, the City of Olympia petitions the Washington State Liquor Control Board to consider a mandatory ban of the following ban-eligible products, as defined in WAC 314-12-215 (3d), as shown in Figure 5, in the downtown Olympia Alcohol Impact Area:

Figure 5: Proposed Banned Product List Amendment

Manufacturer	Brand Name	Alcohol Content by Volume	Manufacturer	Brand Name	Alcohol Content by Volume
Bacardi	Bacardi+ (all products)	35.0%	The 20/20 Wine Co	MD 20/20	13% - 18%
Pabst Brewing Company	Big Bear	7.5%	Mickey's Brewing Co	Mickey's (all products)	5.8%
Pabst Brewing Company	Blast (all products)	8%-12%	Mike's Hard Lemonade Co	Mike's Harder Punch	8.0%
E & J Gallo Winery	Boone's Farm (all products)	7.5%	MillerCoors	Milwaukee Best Premium Ice	5.9%
Anheuser-Busch	Bud Light Lime-A-Rita	8.0%	Molson Coors Canada	Molson Ice	5.6%
Pabst Brewing Company	Bull Ice	8.2%	Anheuser-Busch	Natty Daddy	8.0%
Anheuser-Busch	Busch Ice	5.9%	Anheuser-Busch	Natural Ice	5.9%
Camo Brewing Company	Camo (All Products)	6.3% - 10.7%	E & J Gallo Winery	Night Train Express	17.5%
Cisco Wine Co	Cisco	13.5% - 20%	Joseph Schlitz Brewing	Old Milwaukee Ice (all products)	5.9%
G Heileman Brewing Co	Colt 45 (All Products	6.1% - 8.5%	Pabst Brewing Co	Olympia Ice	6.1%
Charge Beverage Co	Core (All Flavors)	6.9% - 12%	Pabst Brewing Co	Pabst Ice Ale	5.9%
Rock Wall Brewing Co	Dog Bite	8% - 10%	Pabst Brewing Co	Rainier Ale	7.2%
Drink Four Brewing Co	Earthquake (all products)	8.1%	Pabst Brewing Co	Rainier Ice	5.9%
Drink Four Brewing Co	Four Max	10.0%	Stroh Brewing Co	Red Bull Malt Liquor	7.0%
Premium Blend Co	Gino's Premium Blend	14.0%	Canandaigua Wine	Richard's Wild Irish Rose	18.0%
Pabst Brewing Company	Hamm’s Ice Brewed Ale	5.8%	Miller Brewing Co	Schlitz High Gravity	8.5%
Hard Wired Brewing	Hard Wired	6.9%	Pabst Brewing Co	Schlitz Malt Liquor (all products	5.9%
Five Star Brewing Co	High Gravity (all products)	8.1% - 9%	Pabst Brewing Co	Schmidts Ice	5.9%
Anheuser-Busch	Hurricane (all products)	5.9% - 12%	Diageo-Guinness USA	Smirnoff XBT	8.0%
Miller Brewing Co	Ice House	5.5%	Steel Brewing Co	Sparks (all products)	6.0% - 8.0%
Heublein	Jeremiah Weed Lemonade	5.8%	MillerCoors	Special 800 Reserve (all flavors)	6.0%
United Brands Co	Joose (all products)	9.9%	Saint Ides Brewing	St. Ide’s Liquor and Special Brews (all flavors)	6.0% - 7.3%
Anheuser-Busch	King Cobra	6.0%	United Brands Co	Stack High Gravity Lager	12.0%
Labatt Brewing Co	Labatt Maximum Ice	7.1%	E & J Gallo Winery	Thunderbird	17.5%
Charge Beverage Co	Liquid Charge (all products)	6.9%	Anheuser-Busch	Tilt (all products)	6.6% - 8.0%
General Brewing Co	Lucky Ice Ale Premium	6.1%	Vampt Beverage Corp	Vampt Midnight Warrior	8.0%
General Brewing Co	Lucky Ice Beer	6.1%	Vampt Beverage Corp	Vampt Smooth Talker	8.0%
Miller Brewing Co	Magnum Malt Liquor	5.6%			

Attachment 1: Brands Found in Litter Survey

Beer/Wine Brands		Hard Alcohol Brands
Big Wave	Keystone Light	Bacardi Rum
Bud Light	Miller GD	Burnetts vodka
Bud Light Margarita	King Cobra	Evan Williams
Alaskan	Keystone Ice	Hennessy
Blue Moon	Mickey's Ice	Sinfire Whisky
Bud Ice	Mikes Hard	Taaka Vodka
Bota Box	Mickey's ML	UV Vodka
Budweiser	Miller Highlife	
Busch	Miller Light	
Busch Light	Milwaukee's Best Ice	
Cooks wine	Milwaukee's Best Premium	
Coors	Modelo Chelada	
Coors Light	Natty Daddy	
Dos Equis	Natural Ice	
Fortune miller	Olde English 800	
Fosters	Olympia	
Four Loko	Pabst BR	
Genesee Beer	Paulaner	
Genesee Cream Ale	Rainier	
Genesee Ice	Rolling Rock	
Guinness	Samuel Adams	
Hamms	Shock Top CAW	
Hurricane	SierraNavada	
IceHouse	Sparks	
IceHouse Edge	Steel Reserve	
Jack Daniels Punch	Tilia Wine	
Joose	Twisted Ice Tea	